The New EFTI Initiatives

As part of the new vision and goals of EFTI, new initiatives have been identified as target research areas to become the leading voice in tourism:

**National Laboratory for Tourism & eCommerce (NLTec)**

Areas of focus include:
- The use and impact of IT in tourism
- Destination marketing and advertising evaluation
- Big data and data analytics

**Office of International Tourism Education & Training (OITET)**

Areas of focus include:
- Tourism education and training
- Sustainable tourism development
- Social entrepreneurship in developing countries

**Bureau of Tourism Insights (BTI)**

Areas of focus include:
- Travel and tourism trends
- Destination branding
- Hospitality, meeting & events

**Tourism Crisis Management Initiative (TCMI)**

Areas of focus include:
- Community resilience to change
- Crisis communications
- Responding to Black Swan events